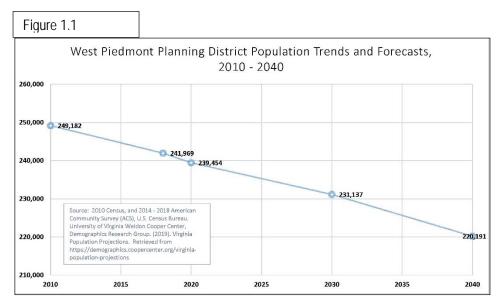
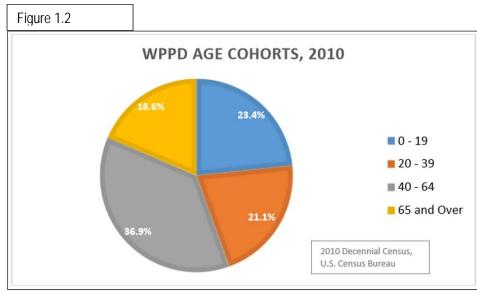
Chapter 1 – West Piedmont Planning District

A review of local comprehensive plans within the West Piedmont Planning District revealed that many localities have adopted policies to channel growth toward growth areas or to areas currently serviced by infrastructure, while seeking to preserve agricultural and undeveloped landscapes. While most of the Region's land area is in an agricultural or forested state, much of the development has and continues to occur in and around the Region's towns, cities, and villages, as well as along major roadways.

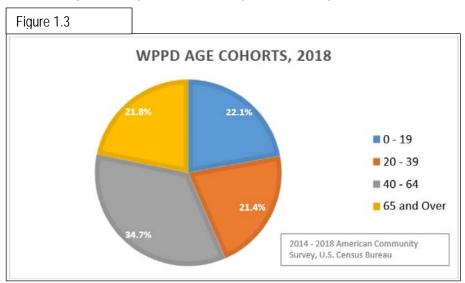
In- and out-migration will undoubtedly have an impact on the West Piedmont Planning District. The population of the Region has declined in recent decades, and this trend is anticipated to continue in the foreseeable future. Figure 1.1 shows the Region's population declining from the 2010 Census to the most recent estimate of 241,969, derived from the 2014 - 2018 American Community Survey (ACS), a product of the U.S. Census Bureau. The population is then anticipated to decline further to 220,191 by 2040, according to the figure. A lower population in the future may result in fewer vehicle miles traveled (VMT) in the Region, which may translate to fewer required maintenance resources.

An expression within the planning field states that "Demographics is Destiny," and this is as true in the West Piedmont Planning District as it is in the U.S. as a whole. Many of the Region's localities have exhibited an increase in the population age 65 and over. In fact, the median age of the Region (which includes the City of Danville) increased from 44.2 years in 2010 to 45.9 years, as of the U.S. Census Bureau's 2014 – 2018 American Community Survey (ACS). Figures 1.2 and 1.3 show the age breakdown in the Region from 2010 to 2018. An examination of the two figures shows a decrease for the youngest age cohort as well as an increase in the population age 65 and over, which indicates the need for more senior services, which is highly likely to include transportation resources.





Figures 1.4 and 1.5, respectively, illustrate the top ten counties and cities to which residents residing in the West Piedmont Planning District commute to and from. The figures show that the top tier locations and destinations are localities generally situated within the Region itself. Workers also commute to counties and cities nearby the Region including the City and County of Roanoke, Campbell County, and the City of Lynchburg. Localities outside the Region from which workers commute include Rockingham County, NC; Halifax County; Caswell County, NC; and Roanoke County.



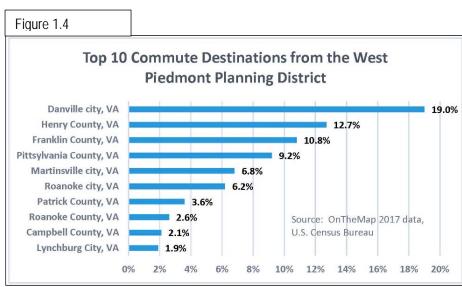


Figure 1.6 illustrates the shares of the population of the West Piedmont Planning District compared with Virginia for several demographic measures including the populations over age 65, disabled, below poverty, and racial minority. The figure reveals that the shares of the population above age 65, having a disability, and which are below poverty are higher in the Planning District than at the state level. Conversely, the State has a higher minority population than the Planning District.



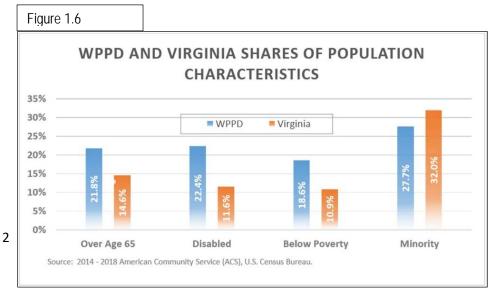
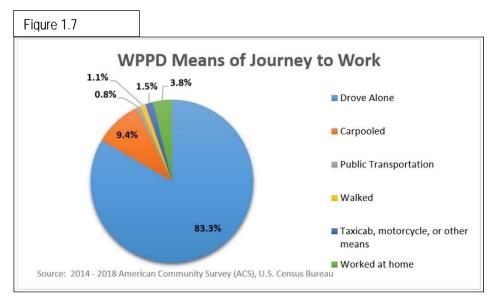


Figure 1.7 presents a pie chart showing means of travel to work among residents of the West Piedmont Planning District. As one may expect, the vast majority of residents of the Region drive to work alone. Carpooling represents the second highest mode of travel, at 9.4 percent, followed by working at home, which represents nearly 4 percent of the Region's residents. Commuting via taxicab, motorcycle, or other means represents 1.5 percent of workers; 1.1 percent walk to work; and 0.8 percent take transit. Figure 1.8 shows that the share of residents of the Region possessing bachelor degrees and graduate/professional degrees is less than half that of the State. The share of the Region's residents possessing an associate degree is higher than the State's figure, however.



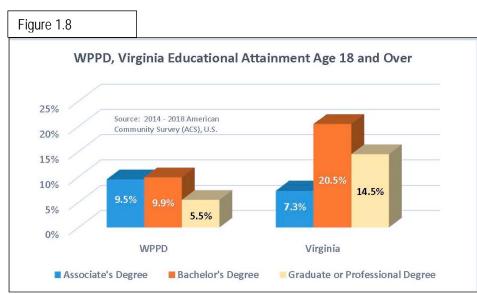
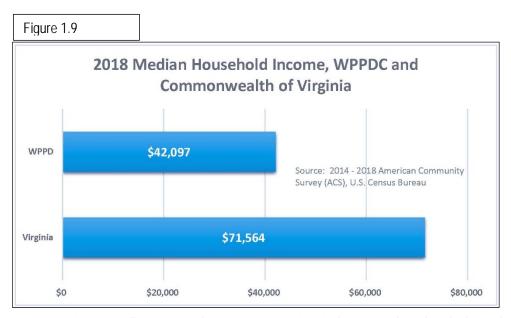


Figure 1.9 illustrates the median household income within the West Piedmont Planning District, based on the U.S. Census Bureau's 2014 - 2018 ACS. The figure shows that median income lags significantly behind that of the State. Figure 1.10 presents shares of employment by sector for the WPPD as well as for the State. The figure reveals that the Region's agricultural sector employment is three times that of the State. One very profound revelation is that manufacturing sector employment in the WPPD is nearly three times that of the Commonwealth, which demonstrates the importance of the freight transportation network to the Region, without which local manufacturing activity would be greatly diminished.



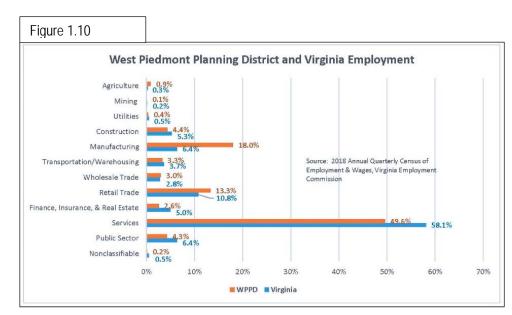
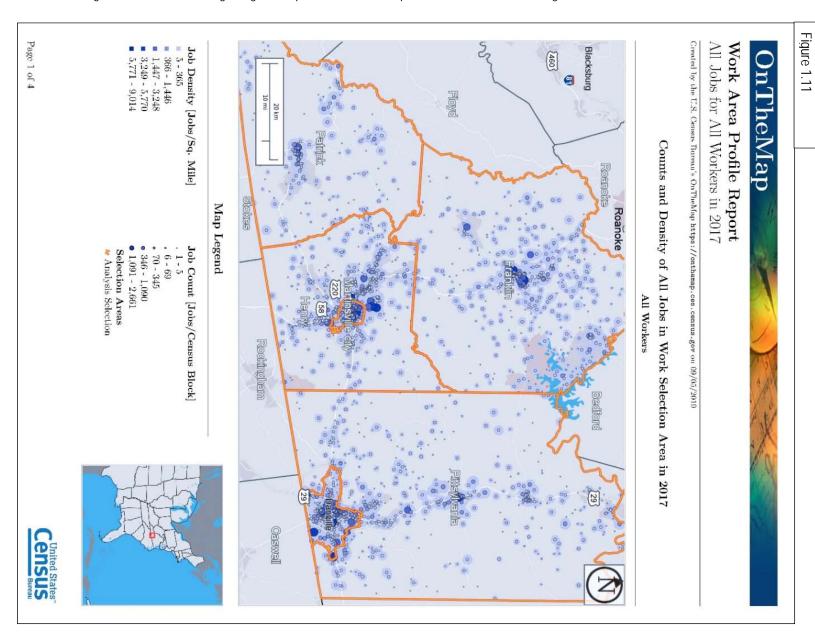


Figure 1.11 illustrates employment concentrations in the Region, based on the latest data provided by the U.S. Census Bureau's OnTheMap online application, which is for the year 2017. The figure shows that employment is concentrated primarily in and around the Region's population centers. Employment, for instance, in the retail, services, and manufacturing sectors can be found in and around the cities of Danville, Martinsville, and the towns of Rocky Mount and Stuart. Employment is shown to follow major corridors in the Region to some extent, though, as mentioned herein, it is largely concentrated in and around the population centers. While the City of Danville and the urbanized portion of Pittsylvania County are not included in the rural area of the Region, they nonetheless serve as major employment centers and are therefore included in this analysis.



Functional Classification

Functional Classification, the classification of roadways based on their primary functions, has its roots in the Federal Aid Highway Act of 1921, and then more recently in the Federal Aid Highway Act of 1973. In addition to classifying road typologies based on the function they perform, this system also serves as a basis for transportation funding. Below is a summary of the roadway functional classifications found in the West Piedmont Planning District.

Other Freeways and Expressways

These roads typically proliferate in and within the vicinity of urban areas, linking to principal arterials, minor arterials, and interstates. The main function of these roads is to facilitate major circulation as well as through traffic on a system that is characterized by full or partial access control. Roads in the Region which are classified as Other Freeways and Expressways include U.S. Route 220 through Rocky Mount, and the U.S. 220/58 Bypass around Martinsville.

Other Principal Arterials

In rural areas, Other Principal Arterials comprise an integral network and facilitate statewide or interstate travel between most urban areas as well as urban clusters having population in excess of 25,000. In urban areas, these roads this roadway classification facilitates travel to and from the major activity centers of a metropolitan area, they serve travel in and out of urban areas, and are responsible for a large share of urban travel on the least possible mileage of roadway. Furthermore, Other Principal Arterials serve as major conduits for commuter traffic between suburbs and the urban core in urban areas. Examples of Other Principal Arterials in the West Piedmont Planning District include U.S. Routes 220, 29, and 58 between major population centers such as towns and cities.

Minor Arterials

Minor Arterials serve moderate-length trips, form links to the arterial system, and serve areas of less consequence than higher-order functional classifications. In rural areas, Minor Arterials facilitate travel on an intercounty and interstate basis as part of a unified system, connect large towns with cities and other activity centers, accommodate longer-distance trips and a greater volume of traffic than lower-order functional classifications, and are interspersed so that developed areas are in relatively close proximity to one. In urban areas, Minor Arterials provide greater land use access and serve smaller geographies than principal arterial roadways, and they comprise all roads that are not principal arterials. Additionally, they serve moderate-length travel with a lesser degree of mobility than higher-order functional classifications and as such, serve to supplement principal arterial roadways. Examples of Minor Arterials in the West Piedmont Planning District include Route 40 between Rocky Mount and Gretna, as well as Route 57 between Martinsville and Chatham.

Major Collectors

In rural areas, Major Collectors serve larger towns and county seats not served by arterial roadways. In addition to serving the most critical travel corridors that span counties, Major Collectors link county seats and larger towns with other such towns and proximate cities. Within the urban context, Major Collectors circulate traffic and provide access to and within residential, industrial, and commercial areas. In these areas, they serve as intermediaries between the higher-order arterial roadways and local roads, "collecting" traffic from local roads and distributing it to the arterial system, and vice-versa.

Minor Collectors

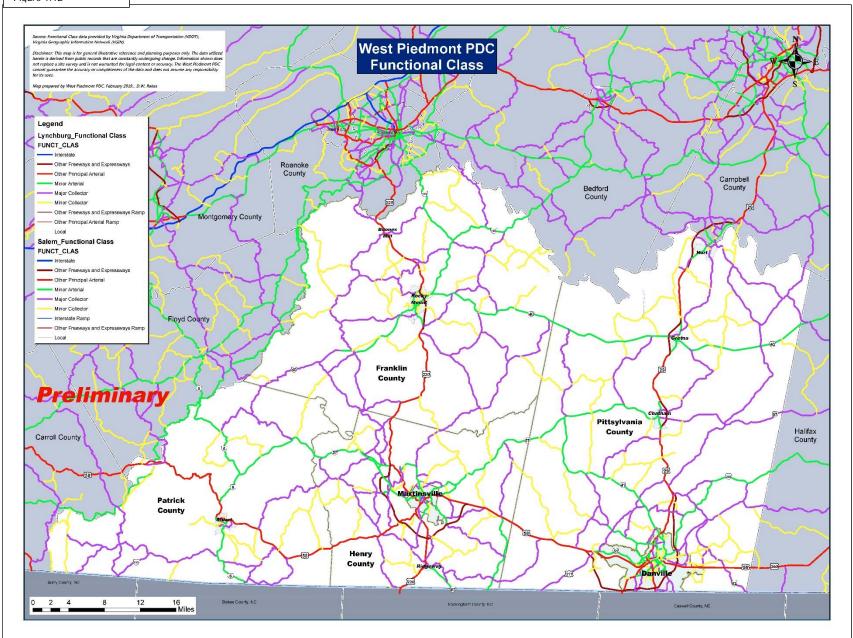
In rural areas, Minor Collectors are responsible for providing access to smaller communities and connect local activity centers with outlying rural countryside. Another purpose of these roads is to collect traffic from local roads and channel traffic from developed areas within close proximity to a collector roadway. Minor Collectors are spaced based on population density. In the urban context, Minor Collectors serve the less populated areas by facilitating traffic movement as well as access to land, accessing residential areas, though not to the extent of local roads.

Local Roads

Local Roads are responsible for direct land access, and in rural areas facilitate travel over a much shorter distance than the aforementioned road systems; in these areas, roads not within a higher order classification are classified as rural roads. In urban areas, Local Roads provide much the same function in terms of direct land access, and they funnel traffic to roadways comprising higher classifications.

Figure 1.12 illustrates functional classification of roads in the West Piedmont Planning District. Local Roads are not included due to map scale, and though there are no interstate highways within the Region, Interstate 81 is visible to the north and west of the District.

Figure 1.12



Freight

Many of the West Piedmont Planning District's localities are aggressively working to recruit employers to the Region, with most of the larger employers locating in industrial parks which are generally situated on the fringes of the Region's towns and cities. These industrial parks, serving as the Region's major employment centers, influence the transportation system around them, particularly with regard to traffic volumes and classification along the roadways serving them. These employment centers must have service establishments and housing within relatively close proximity to provide employees with the goods and services as well as the housing they require. The Patriot Centre and North Bowles Industrial Park, and Martinsville Industrial Park, for instance, are situated in close proximity to the City of Martinsville, and to the towns of Collinsville and Ridgeway, which provide goods, services, and housing to workers. While the 3,500-acre Southern Virginia Mega Site at Berry Hill is located within the Danville Metropolitan Planning Organization's (MPO's) jurisdiction, it is situated in close proximity to the rural portion of the Region. Therefore, as the site continues to develop, likely attracting multiple employers with potentially thousands of workers, it is very plausible that communities along U.S. Route 58 between Danville and Martinsville will experience significant commercial and residential growth.

Freight is moved through the West Piedmont Planning District largely via the road network. The major roads on which a significant portion of the freight is carried include U.S. Route 220, U.S. Route 58, and U.S. Route 29. Interstates 40, 81, and 77 are the two nearest interstate highways to the Region. Large freight generators include the Region's many industrial parks, but they also include major shopping centers which can be found in just about every locality in the Region. Table 1.1 includes a complete list of industrial parks in the West Piedmont Planning District which, as noted herein, contribute significantly to freight movements within and without the Region. Figure 1.13 and its corresponding list in Figure 1.14 provide an overview of freight generators within the Region which, for the purpose of this analysis, include substantial freight-dependent employers within and outside of industrial parks, shopping centers, supermarkets, department stores and home improvement centers, auto and equipment dealerships, trucking companies, logging and lumber operations, and petroleum companies (excluding gasoline stations). It is evident from Figure 1.13 that the majority of freight generators and business/industrial parks are located in and around the Region's main activity centers such as the cities of Martinsville and Danville and the various towns that comprise the Planning District. One can also clearly see that the vast majority of these features are also located close to a major transportation corridor – and especially intersections of more than one major corridor.

cly-owned Industrial Sites/Business Parks

60.6	Approximately 1.5 miles east of the Town of Stuart, fronting on U.S. Route 58, joining Route 727 on its southeast corner and Route 694 on the northwest	Rich Creek Corporate Park	Patrick County
47-50	Along Rives Road in Martinsville	Rives Road Industrial Park	
2,000+	Off Route 174 in Henry County	Patriot Centre at Beaver Creek Industrial Park	
229	Along Hollie Drive, just off Route 174	North Bowles Industrial Park	
261	Just south of Martinsville off U.S. Route 220	Martinsville Industrial Park	
726	Just off U.S. Route 220 south near the North Carolina line in Henry County	Commonwealth Crossing Business Centre*	
73	On Clearview Drive approximately one-half mile east of Liberty Street (Route 174)	Clearview Business Park	Martinsville/Henry
73	Former North American Home Complex	Village Park at Boones Mill*	Boones Mill
80	Near Route 40, just west of Ferrum	West Franklin Business Park	
550	Along Brick Church Road, just off U.S. Route 220 in northern Franklin County	Summit View Business Park*	
67	Northwestern section of Rocky Mount	Rocky Mount Office and Technology Park	
157	Just off U.S. Route 220 and VA Route 40 in central Rocky Mount	Franklin County/Rocky Mount Industrial Park	
165	Three miles south of Rocky Mount off U.S. Route 220	Commerce Center	Franklin County/ Rocky Mount
800	At the former Burlington Industries site in Hurt	Southern Virginia Multimodal Park*	
3,528	West of Danville between U.S. Route 58 and Berry Hill Road in the County	Southern Virginia Mega Site at Berry Hill*	
95	U.S. Route 58 and future Interstate 785 in Danville near the airport and Cyber Park	Riverview Industrial Park	
120	Along Route 729, north of Eagle Springs Road	Ringgold West Industrial Park	
117	Along Route 734 in Ringgold area, a mile and a half from Route 58 in the County	Ringgold East Industrial Park	
150	South of Gretna along South Main Street	Gretna Industrial Park	
330	Fronting U.S. Route 58 and future Interstale 785 in Danville near the airport; extension of Riverview	Cyber Park (Technology Park)	
77	Near Gypsum Road and Celotex Drive in Danville	Coleman (Fearn) Site*	
150	Just off U.S. Route 29 in Pittsylvania County, south of Chatham	Chatham South Industrial Park	
900	On U.S. 58 three miles east of U.S. 29 Bypass (future 1-785) in the County	Cane Creek Centre	
120	Just off U.S. Route 58 in the Brosville area	Brosville Industrial Park	
206	Just off U.S. Route 58 on the eastern side of the City near the Regional Airport	Airside Industrial Park	Danville/Pittsylvania
Total Acreage	Location	Name	County/City

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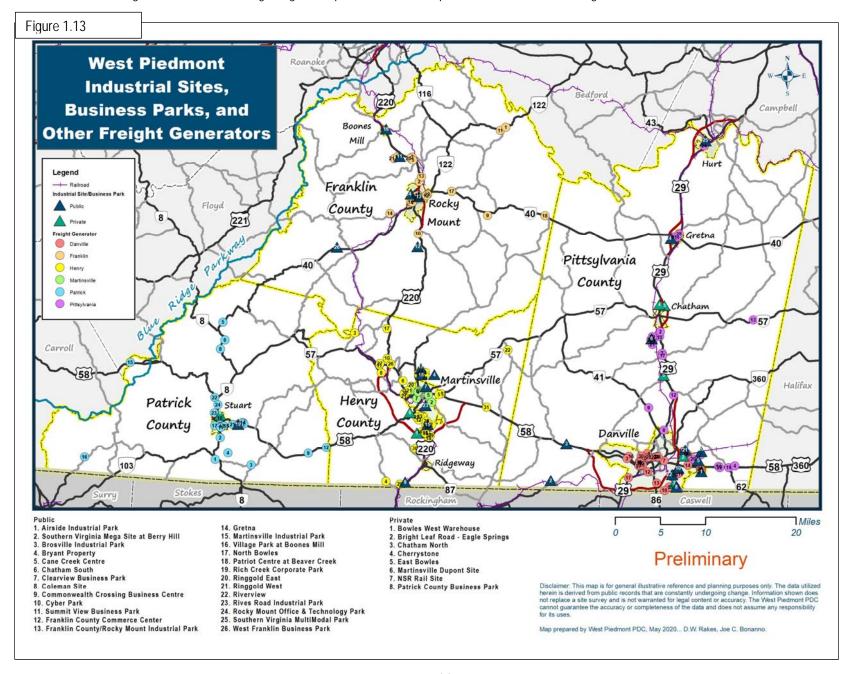
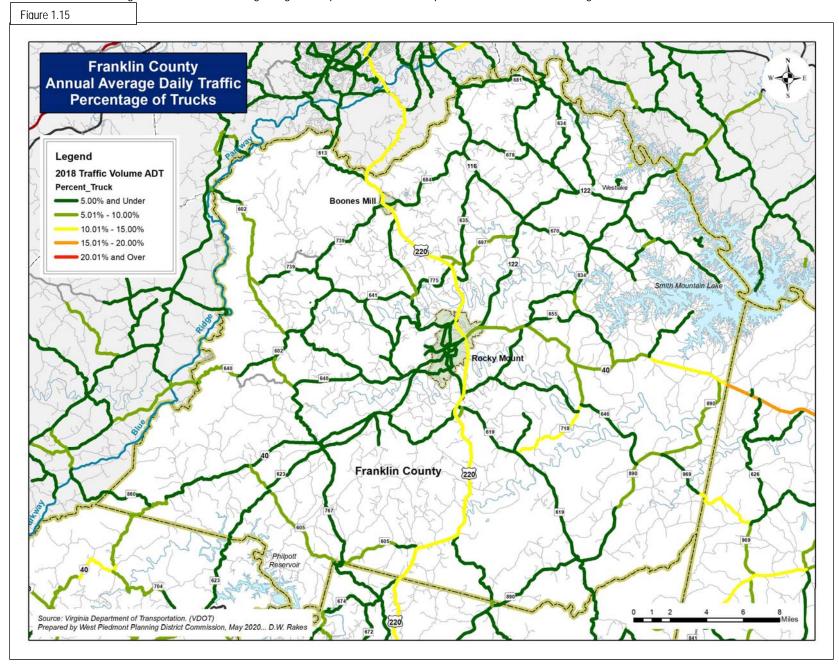
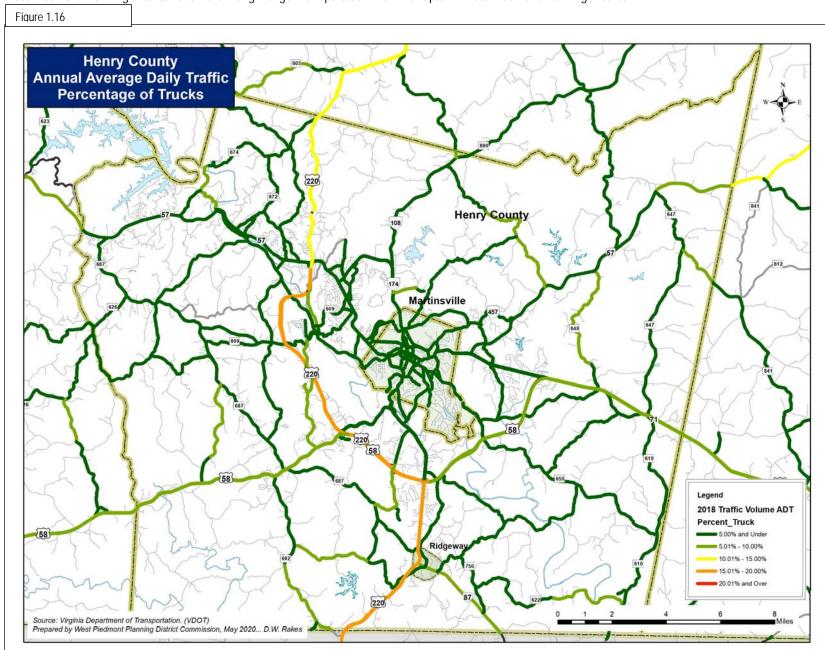


Figure 1.14

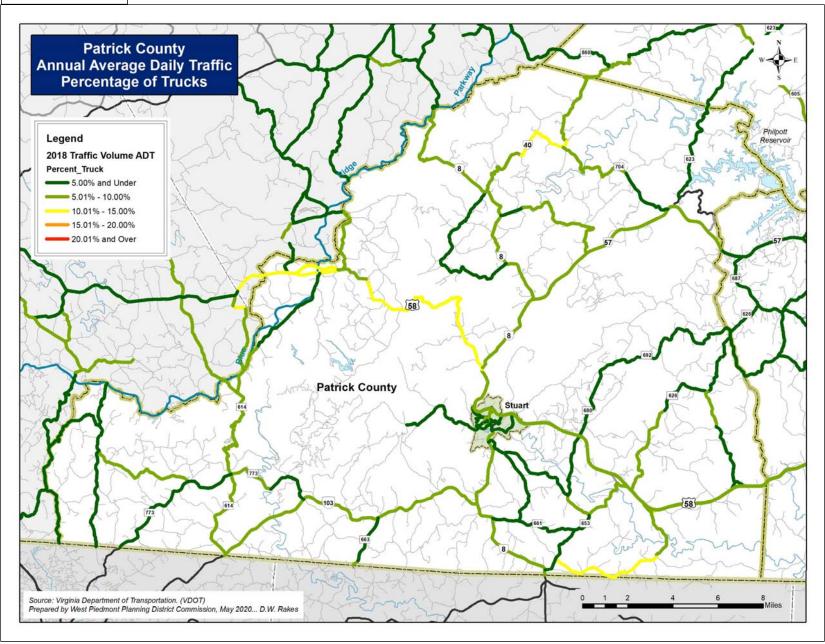
Danville	Franklin	16 Hanesbrands Inc	15 Roto Metrics
1 Aldi	1 Capps Home Building Center	17 Hatchett Transportation Inc	16 Smith Brothers Trucking Co
2 Barkhouser Motors Inc	2 CE Young Trucking	18 Hooker Furniture Corp	17 Stuart Flooring Corp
3 Blackwell Chrysler Dodge Jeep	3 Cundiff Trucking Inc	19 Hopkins Lumber	18 Stuart Forest Products
4 Coleman Marketplace	4 Davenport Energy Inc	20 Kbel Transport LLC	19 Ten Oaks LLC
5 Danville Mall	5 Duncan Ford	21 Lowe's Home Improvement	20 Tractor Supply Co
6 Danville Toyota	6 Ferguson Land & Lumber Co	22 Max Kendall Lumber & Tin	21 Wal-Mart
7 Davenport Energy	7 Fleetwood Homes	23 Monogram Snacks	22 Weyerhaeuser
8 EBILLC	8 Food Lion	24 Nautica	23 Weyerhaeuser
9 Essel Propack America LLC	9 Holland Lumber Services	25 Nelson Honda	24 Wilderness
0 Fleet Master Express Inc	10 James River Equipment	26 Nelson Kia-Subaru	Pittsylvania
1 Food Lion	11 Kroger	27 Nelson Toyota-GR Chevrolet	1 Amthor International Inc
2 Food Lion	12 Kroger Supermarket	28 Old Dominion Freight Line	2 Atkinson Truck Sales
3 Food Lion	13 Midpoint Chevrolet Buick	29 Press Glass	3 Atkinson Truck Sales Inc
4 Food Lion	14 Mountain Milk	30 Radial	4 Cloverdale Lumber Co Inc
5 Goodyear Tire & Rubber Co	15 Park Models Direct	31 Rising Son Trucking LLC	5 Continental Express Inc
6 Hardy Petroleum	16 Ply Gem Industries	32 Roses Discount Store	6 Davenport Energy Inc
7 J Clint Fleming Inc	17 Red Wood Fuel Oil & Propane	33 Southeastern Wood Products	7 Elkay Manufacturing
3 JTI Leaf Services LLC	18 Smith Mountain Boat & Tackle	34 Springs Industries	8 Food Lion
Lidl	19 Stik Pak (coming soon)	35 Swing Transport Inc	9 Food Lion
Nestle USA	20 Tractor Supply Co	36 Universal Truck Service	10 Food Lion
1 Pepsi Bottling Co	21 Traditional Medicinals (coming soon)	37 Virginia Glass Products Corp	11 Food Lion
2 Robert Woodall Chevrolet	22 Trinity Packaging	38 Wal-Mart	12 Foster Fuels Inc
3 Robert Woodall Hyundai	23 Wal-Mart	39 Warren Trucking Co	13 Gregory Lumber Co
4 Robert Woodall Nissan	Henry	40 West Window Corp	14 Gypsum Express
5 Sam's Club	1 Alcoa Titanium & Engineered Products	Patrick	15 Intertape Polymer Group
5 Sky Valley Foods	2 Bassett Furniture Industries	1 Carlton Biggs Trucking	16 Intertape Polymer Group
7 Steve Padgett Honda	3 Bassett Mirror Co Inc	2 Caviness Trucking	17 J & J Truck Sales
8 Tractor Supply Co	4 Bowling Logging Inc	3 Collins Sawmill & Logging LLC	18 J Rayl Transport
9 Unarco Industries	5 Davenport Energy	4 Gregory Pallet & Lumber	19 Milam's Equipment Sales
) Wal-Mart	6 Dollar General Market	5 Griffith Lumber Co Inc	20 Morgan Olson LLC
Martinsville	7 Drake Extrusion Inc	6 Hanesbrands	21 Polynt Composites
1 Aldi	8 Eastman Chemical	7 Hazelwood Trucking Inc	22 RV Outlet USA
2 Food Lion	9 Eastman Chemical	8 Hopkins Lumber	23 Sartomer
Lester Building Supply	10 Food Lion	9 Hopkins Lumber Contractors Inc	24 Staunton River Plastics (coming soon)
Nelson Ford	11 Food Lion	10 Hutchens Petroleum	25 Sunoco Products Co
5 Southern Finishing Co	12 Food Lion	11 Lowes Foods	26 Times Fiber Communications
6 Village of Martinsville	13 Food Lion	12 Marshall Trucking Co Inc	27 Unique Industries
7 Virginia Mirror Co	14 Georgia Pacific Corrugated	13 Narroflex Inc	28 Watts Petroleum Corp
	15 Gunter Nissan of Martinsville	14 Patrick Building Supply LLC	29 Wilderness Lumber Chatham Woodyar

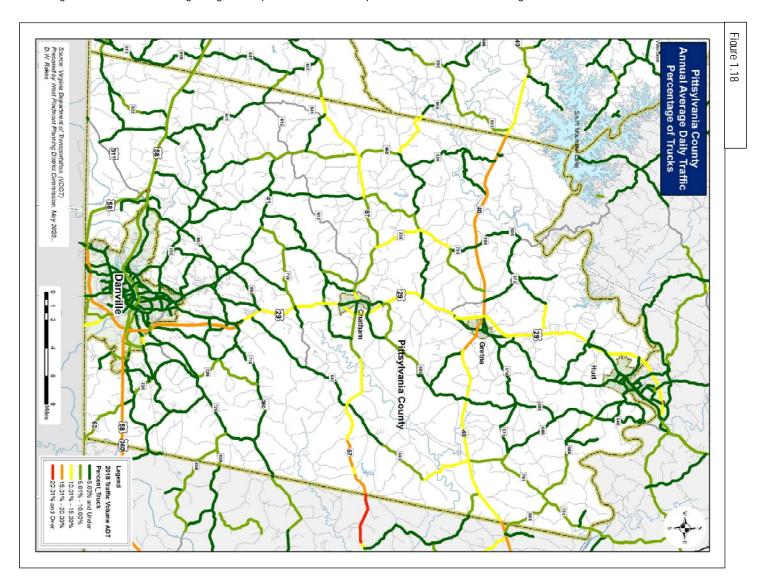
Truck transport is the most common form of freight movement in the Region. The U.S. Route 58 Corridor, for instance, links the Region to Interstate 77 in Hillsville, through which truck-based freight can travel south to Charlotte and Atlanta or west on I-81 and 40 to Nashville and points beyond. This corridor also positions the Region well for manufacturing and warehousing, as the Port of Virginia (discussed below), to the east, is accessed via this important roadway. U.S. Route 29 provides access north to Lynchburg, Charlottesville, and the Washington, D.C. area, as well as south into North Carolina. U.S. Route 220 provides access from the Region north to Roanoke and I-81, as well as south into North Carolina. The following maps provide information regarding truck volume on major roadways in each locality of the West Piedmont Planning District, as a percentage of Annual Average Daily Traffic (AADT). Figures 1.15 – 1.19 show that the heaviest truck volumes can be found on the Corridors of Statewide Significance (U.S. Routes 220, 29, and 58), with the greatest of these within the vicinities of Danville and Martinsville, ranging from 15% - 20%. The only other roadway not classified as a Corridor of Statewide Significance and characterized by such a high share of trucks is Route 40 in western Pittsylvania County. In general, most roads in the Region fall within the 5% and under and 5.01% - 10% categories for trucks.

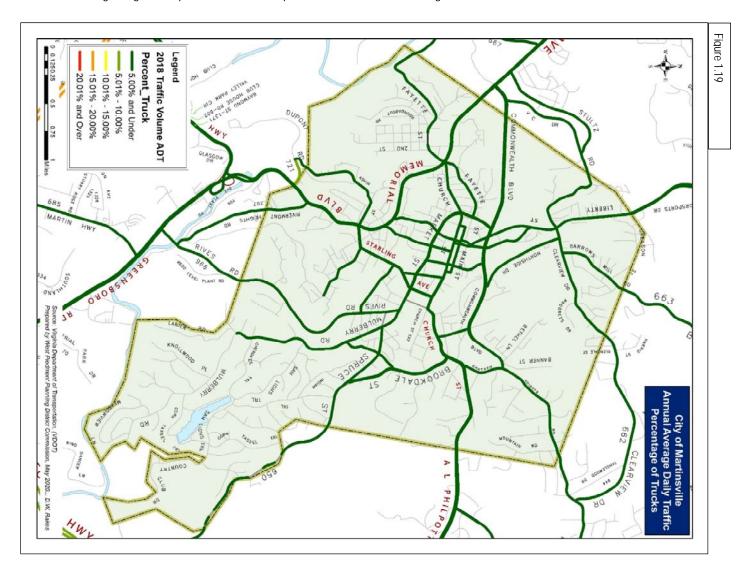












The U.S. Route 58 corridor is particularly suited to freight movements, as it provides a direct route from the West Piedmont Planning District east to the Port of Virginia, as noted above. The Port of Virginia is the third largest port on the East Coast, behind the Port of New York/Newark and the Port of Savannah. According to data provided to the WPPDC by the Port of Virginia, firms are increasingly transferring shipping activities to East Coast ports from the West Coast due to greater reliability. In fact, shipping volumes increased from 2.54 million TEUs (Twenty-Foot Equivalent Unit, which refers to ship volume) in Fiscal Year (FY) 2015 to an estimated 3.25 TEUs in FY 2020, and accommodates 1 million additional shipping containers on an annual basis. Furthermore, the Port is planning to increase the depth of the channel from 50 to 55 feet, which will enable larger ships to serve the facility. These expanding shipping volumes will translate to more trucks utilizing Virginia's roads as well as greater rail shipments. According to the Port of Virginia, 62.5 percent of cargo is moved to and from the port by truck, 34.2 percent by rail, and 3.3 percent by other water-based means. As the port continues to grow, U.S. Route 58 will likely experience greater truck volumes through our region, but intersecting routes such as U.S. Routes 29 and 220 will likely experience rising truck volumes as well.

Freight movement in the West Piedmont Planning District is also facilitated by railroad, which is operated by Norfolk Southern. Norfolk Southern operates a north/south track between Winston-Salem, NC and Roanoke, which passes through Henry and Franklin counties, the City of Martinsville, the towns of Rocky Mount and Boones Mill, and the Village of Ferrum. Norfolk Southern also operates dual north/south tracks from Danville north to Lynchburg. In addition to Danville, this route passes through the towns of Chatham, Gretna, and Hurt. This line is particularly suited to freight movements because rail spurs link it with the developing 3,500-acre Southern Virginia Mega Site at Berry Hill as well as the Southern Virginia Multimodal Park in Hurt, which is also in the development stage. This rail line intersects with an east/west track north of Pittsylvania County which provides service east to the Port of Virginia as well as west to Roanoke and the interior United States. Norfolk Southern shares this rail line with Amtrak, which stops in Danville, offering northbound service to Washington D.C. and New York, and southbound service to Atlanta and New Orleans, as part of the Crescent line. The Region's railroad tracks can be referenced in Figure 1.13.